COMPLIANCE COMPONENT TEMPLATE

DEFINITION

Name	Filtering Based Personalization
Description	Filtering techniques employ algorithms to analyze meta data and drive presentation and recommendations
Rationale	Utilizing information from previous interactions simplifies subsequent interactions and can reduce potential errors in the transaction process.
Benefits	• Reduces data entry errors • Makes citizen feel welcome • Benefits the customer by reducing the amount of data they must provide again.

ASSOCIATED ARCHITECTURE LEVELS

Specify the Domain Name	Privacy
Specify the Discipline Name	Personalization
Specify the Technology Area Name	Analysis Personalization
Specify the Product Component Name	

COMPLIANCE COMPONENT TYPE

Document the Compliance Component Type	Guideline
Component Sub-type	

COMPLIANCE DETAIL

State the Guideline, Standard or Legislation	There are three commonly used analysis filtering techniques, each is discussed below. Select the method most applicable to your situation. • Simple filtering relies on predefined groups, or classes of visitors to determine what content is displayed. An example of simple filtering is managing access to specific State data. For example, employees identified with HR could have personalized web sites that give them access to information and applications specific to their jobs. • Content-based filtering works by analyzing the content of objects to form a representation of the visitor's interest. Generally, the analysis needs to identify a set of key attributes and fill in the attribute value. An example is a document filtering system that analyzes documents based on key words. Recommending video movie purchases is another example of content-based filtering, • Collaborative filtering collects visitor's opinions on a set of items to form like minded peer groups and learns from the peer groups to predict a particular visitor's interest in an item. For product recommendations, collaborative filtering is most suitable for homogeneous, simple products, such as books or videos. Personalization techniques mapped to workload patterns (table below) * Addressed in separate compliance component.
Document Source Reference #	

Personalization techniques mapped to workload patterns

Technique	Publish/ subscribe	Online shopping	Self-service	Trading	Business-to-business
	Site type				
Rule based *		X	X	X	X
Simple filtering	X	X	X	X	X
Content-based filtering	X		X	X	X
Collaborative filtering		X	X		X

Compliance Sources

Name	IBM	*Website*	www.ibm.com
Contact Information			
Name		*Website*	
Contact Information			

KEYWORDS

List Keywords	Information, interaction, visit, analysis, personalization, collaborative

COMPONENT CLASSIFICATION

Provide the Classification	☒ *Emerging*　☐ *Current*　☐ *Twilight*　☐ *Sunset*
Sunset Date	

COMPONENT SUB-CLASSIFICATION

Sub-Classification	Date	Additional Sub-Classification Information
☐ *Technology Watch*		
☐ *Variance*		
☐ *Conditional Use*		

Rationale for Component Classification

Document the Rationale for Component Classification	Few Missouri State agencies are using any type of personalization on their web sites.

Migration Strategy

Document the Migration Strategy	

Impact Position Statement

Document the Position Statement on Impact	

CURRENT STATUS

Provide the Current Status	☐ *In Development*　☐ *Under Review*　☒ *Approved*　☐ *Rejected*

AUDIT TRAIL

Creation Date	03-01-05	*Date Approved / Rejected*	5/10/05
Reason for Rejection			
Last Date Reviewed		*Last Date Updated*	04-18-05
Reason for Update			